LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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The royal couple.

It's our guess Merit Ultra Lights got to be the number one ultra light with Kansas City's smokers solely because of our remarkably rewarding taste. And not because of our distinctive royal blue packs.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Kings: 5 mg "tar," 0.5 mg nicotine—100's: 6 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/phjx0001

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